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UNCLAS ASUNCION 000785

SIPDIS

FOR ECA/PE/C/CU - SROUSE, WHA P/D - LAURA GOULD

E.O. 12958: N/A

TAGS: [KPAO](#) [OEXC](#) [SCUL](#)

SUBJECT: 2005 AMERICAN MUSIC ABROAD PROGRAM REQUEST -  
PARAGUAY

REF: STATE 102369

1. Per reftel, Post requests inclusion in the January - March 2006 American Music Abroad tour. Post requests three program days to include one concert in the capital city of Asuncion and two performances in the interior of the country.

2. Post's top MPP priorities all require support from authorities and populations in the interior of the country. Therefore, Post has mounted a coordinated effort to expand our diplomatic presence and generate positive attitudes towards the US in more remote parts of Paraguay. The campaign has included book donations, VIP visits, English language workshops, Fulbright recruiting presentations and art workshops in many cities and towns throughout Paraguay. The proposed musical performances would complement and reinforce our multifaceted outreach campaign.

3. Performances in conjunction with the American Music Abroad program would also meet Post's MPP goal of promoting mutual understanding between Americans and Paraguayans -- also an ECA priority. Experiencing one of the premier forms of American music would be novel and exhilarating for Paraguayans, as they have historically had little opportunity to come into contact with American cultural traditions as a result both of geographic isolation and a 35-year isolationist military dictatorship (1954 - 1989).

4. The priority audience that Post would be seeking to reach with this program would be young Paraguayans outside of the capital city. Following an opening night performance in Asuncion, performances would be held in the university town of Villarrica and in Ciudad del Este, Paraguay's second largest city.

5. An additional target audience would be the significant Arab population in Paraguay. The majority of these individuals (an estimated 40,000 primarily Lebanese and Syrians) reside in the tri-border region, an area of particular concern to the USG as it is the focus of much illegal activity. To reach out to this population the group would perform in Ciudad del Este, the largest city in the region.

6. The anticipated results of the program would be a reinforcement of Post's on-going efforts to expand US diplomatic presence in the interior of Paraguay with the long-term effect of furthering MPP objectives.

WILLIAMS